

STATE OF MINNESOTA

IN SUPREME COURT

C8-84-1650

PROMULGATION OF AMENDMENTS TO  
THE RULES OF PROFESSIONAL CONDUCT

**ORDER**

WHEREAS, the Minnesota State Bar Association filed a petition with this Court that recommended amendments to Rules 7.2 and 7.3 of the Rules of Professional Conduct, and

WHEREAS, the Supreme Court held a hearing on the proposed amendments on April 12, 1993, and

WHEREAS, the Supreme Court has reviewed the recommendations and is fully advised in the premises,

NOW, THEREFORE, IT IS HEREBY ORDERED:

1. The attached amendments, amending Rules 7.2 and 7.3 of the Rules of Professional Conduct be, and the same hereby are, prescribed and promulgated for the regulation of the legal profession in the State of Minnesota.
2. The amendments are effective this date.

DATED: August 31, 1993

BY THE COURT:

OFFICE OF  
APPELLATE COURTS

SEP 1 1993

**FILED**



A.M. Keith  
Chief Justice

## AMENDMENTS TO THE RULES OF PROFESSIONAL CONDUCT

August 31, 1993

### Rule 7.2 Advertising and Written Communication

(a) Subject to the requirements of Rule 7.1, a lawyer may advertise services through public media, ~~such as a telephone directory, legal directory, newspaper or other periodical, outdoor advertising, radio or television,~~ or through written communication.

\* \* \*

(e) Advertisements and written communications indicating that the charging of a fee is contingent on outcome must disclose that the client will be liable for expenses regardless of outcome, if the lawyer so intends to hold the client liable.

(f) The word "ADVERTISEMENT" must appear clearly and conspicuously at the beginning of any written solicitation to a prospective client with whom the lawyer has no family or prior professional relationship and who may be in need of specific legal services because of a condition or occurrence that is known to the soliciting lawyer.

~~(e)~~(g) Every lawyer associated with or employed by a law firm which causes or makes a communication in violation of this Rule may be subject to discipline for failure to make reasonable remedial efforts to bring the communication into compliance with this Rule.

### Rule 7.3 Direct In-Person and Telephone Contact with Prospective Clients

[Change only to title of rule].